

## **Chapter 14.50 Signs.**

<b>14.50.010</b>	<b>Purpose.</b>
<b>14.50.020</b>	<b>General permit requirements.</b>
<b>14.50.030</b>	<b>Definitions.</b>
<b>14.50.040</b>	<b>Exempt signs.</b>
<b>14.50.050</b>	<b>Prohibited signs.</b>
<b>14.50.060</b>	<b>Sign area calculation.</b>
<b>14.50.070</b>	<b>General sign requirements.</b>
<b>14.50.080</b>	<b>Community bulletin board signs.</b>
<b>14.50.090</b>	<b>Open space zone signs.</b>
<b>14.50.100</b>	<b>Residential zone signs.</b>
<b>14.50.110</b>	<b>Employment zone signs.</b>
<b>14.50.120</b>	<b>Commercial zone signs.</b>
<b>14.50.130</b>	<b>Mixed use district signs.</b>
<b>14.50.140</b>	<b>Public facility district signs.</b>
<b>14.50.150</b>	<b>Neon illuminated sign.</b>
<b>14.50.160</b>	<b>Signs or displays of limited duration.</b>

### **14.50.010 Purpose.**

The purpose of this chapter is to enhance the visual environment of the city by:

- A. Establishing standards that regulate the type, number, location, size and lighting of signs;
- B. Recognizing the private purposes of signs for the identification of businesses and promotion of products and services;
- C. Recognizing the public purposes of signs which includes considerations of traffic safety, economic vitality and aesthetics. (Ord. 765 § 1 (part), 1996)

### **14.50.020 General permit requirements.**

- A. Permit--Required.
  - 1. No sign shall be erected, altered, enlarged, illuminated or relocated, except in accordance with the provisions of this chapter, without sign permit approval by the planning and building departments.
  - 2. No sign permit shall be required for repainting, cleaning or other normal maintenance and repair of a sign, or for sign face and copy changes that do not alter the size or structure of the sign.
- B. Permit--Application. To obtain a permit required by this chapter, the applicant shall file an application which shall:
  - 1. Clearly indicate the precise location of the proposed sign;
  - 2. Be accompanied by adequate plans and specifications;
  - 3. Be signed by the owner and authorized agent;
  - 4. Be accompanied by the applicable permit fee in accordance with the city's adopted fee schedule. (Ord. 765 § 1 (part), 1996)

### **14.50.030 Definitions.**

- A. Automotive Signs. Automobile in a stationary position for more than seventy-two (72) hours and containing advertisement over sixty (60) percent coverage of the vehicle's side panels;
- B. Banner. A flexible material (i.e., cloth, paper, vinyl, etc.) on which a sign is painted or printed;

- C. Billboard. A ground, wall or roof sign erected, constructed or maintained for the purpose of displaying outdoor advertising by means of pictorial or reading matter attached thereto and available by means of rental to persons other than the owner of the sign;
- D. Building. All of the connected or independent structures used in the conduct of business or human occupancy which are located on a single business site or lot;
- E. Construction/Contractor Sign. A temporary sign for informational purposes which identifies the architect, engineers, contractors and other individuals, or firms involved with the construction of a building or announcing the character of the building or enterprise, which is erected during the building construction period;
- F. Double Faced Sign. A sign with two faces on opposite sides of each other;
- G. Election Sign. Temporary signs for local, state or national purposes advertising a candidate or candidates for public elective office or a political party, or signs urging a particular vote on a public issue or referendum decided by ballot;
- H. Erect. To build construct, alter, repair, display, relocate, attach, hang, place, suspend, affix or maintain any sign, and also includes the painting of exterior wall signs;
- I. Exempt Signs. Signs or displays exempted from the regulations under this chapter;
- J. Freestanding Pole Sign. Permanent single or multifaced sign supported by one or more poles or bracing from the ground, but not attached to a building;
- K. Height of Sign. The vertical distance measured from the curb grade of the nearest street to the highest point of the sign structure; and for a sign attached to a building, the vertical distance measured from the building grade to the highest point of the sign or structure;
- L. Illuminated Sign. A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign;
- M. Mansard. A sloped roof or roof-like facade architecturally comparable to as building wall;
- N. Monument Sign. Ground-supported single or multifaced sign attached to a cement, rock or brick base and extending no higher than eight feet;
- O. Real Estate Sign, Off-Premises. Portable or temporary sign advertising a property that is for sale, rent or lease that is located off the site which is for sale, rent or lease;
- P. Real Estate Sign, On-Premises. Portable or temporary sign advertising a property that is for sale, rent or lease that is located on the site which is for sale, rent or lease;
- Q. Readerboard. Sign on which the letters are readily replaceable such that the copy can be changed from time to time at will;
- R. Right-of-Way. Land, property or property interest (e.g., easements) usually in a strip acquired for or devoted to transportation;
- S. Roof Signs. Signs erected or constructed wholly upon and over the roof of any building and supported solely on the roof structure. Signs standing out horizontally from a mansard roof are considered wall signs; however, they may not extend vertically above the top of the mansard;
- T. Rotating Sign. Any sign that revolves on a fixed axis;
- U. Setback. The distance from the property line to the nearest part of the applicable building, structure or sign, measured perpendicularly to the property line;
- V. Street Frontage. The side of a building facing a street which abuts the property on which the building is located;

- W. Subdivision/Residential Sign. A monument or wall sign identifying a recognized subdivision, condominium or apartment complex;
- X. Temporary Signs. Signs intended to be displayed during a limited period of time;
- Y. Wall Sign. Any sign attached to and supported by a wall of a building, or the wall of a structure, including a mansard roof, with the exposed face of the sign in a plane parallel to the plane of the wall. Any sign placed behind glass or within a building and located in such a manner as to have an obvious intent to capture interest of those outside the building, shall be considered a wall sign and shall be treated in the same manner. (Ord. 765 § 1 (part), 1996)

#### **14.50.040 Exempt signs.**

The following signs or displays are exempted from the regulations under this chapter:

- A. Historic site markers or plaques, gravestones and address numbers;
- B. Signs required by law, including but not limited to:
  - 1. Official or legal notices issued and posted by any public agency or court,
  - 2. Traffic directional or warning signs,
  - 3. Utility warning and identification signs;
- C. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, which are nonilluminated, and which do not exceed four square feet in surface area;
- D. Incidental signs, which shall not exceed two square feet in surface area, provided that such size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency;
- E. Flags, pennants or insignia of any governmental or nonprofit organization when not displayed in connection with a commercial promotion or as an advertised device;
- F. Religious symbols where attached to a structure;
- G. The flag of a commercial institution; provided, no more than one flag is permitted per business premises; and further provided, the flag does not exceed twenty (20) square feet in surface area. (Ord. 765 § 1 (part), 1996)

#### **14.50.050 Prohibited signs.**

Except as indicated by this chapter, the following signs or displays are prohibited:

- A. Portable and mobile readerboard signs, except for signs permitted under political sign allowances elsewhere in this chapter;
- B. Freestanding Pole Signs. Freestanding pole signs are not permitted within the city's corporate limits. No freestanding pole signs shall be erected, modified or relocated, nor shall the city issue any permits authorizing such signs;
- C. Signs, other than utility warning and identification signs, affixed to utility structures, including utility poles, without the consent of the utility and the city;
- D. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination may be confused with traffic control signs or signals;
- E. Signs located in the public right-of-way, except where permitted in this chapter;
- F. No signs shall be animated or moving (rotating, flashing or blinking, chasing or scintillating) either mechanically or by illumination or by electronics;
- G. No displays or banners, clusters of flags, posters, pennants, ribbons, streamers, strings of lights, spinners, twirlers or propellers, balloons, search lights, portable signs, bubble machines and similar devices of a carnival nature or containing elements creating sound or smell, except when allowed as temporary signs for grand opening displays;

- H. Billboards. Billboards are not permitted within the city's corporate limits. No billboard shall be erected, modified or relocated, nor shall the city issue any permits authorizing such signs;
- I. Off-Premises Signs. Off-premises signs, including automotive signs, are prohibited except where permitted in this chapter;
- J. Roof Signs. Roof signs are not permitted within the city's corporate limits. No roof signs shall be erected, modified or relocated, nor shall the city issue any permits authorizing such signs. (Ord. 765 § 1 (part), 1996)

**14.50.060 Sign area calculation.**

- A. Sign area for monument signs shall be calculated by determining the total surface area of the sign as viewed from any single vantage point.
- B. Sign area for letters or symbols painted or mounted directly on walls or fences shall be calculated by measuring the smallest single rectangle which will enclose the combined letters and symbols. (Ord. 765 § 1 (part), 1996)

**14.50.070 General sign requirements.**

- A. All signs, except community bulletin boards, political signs, real estate signs and special event signs, shall be on-premises signs; provided that, uses located in commercial, employment and mixed use zones (Co, Eo, Mxd) may have one double-sided off-premises direction sign that identifies a common development, such as a shopping center or business park, of no more than sixteen (16) square feet.
- B. Projecting and awning signs shall not be permitted for uses in the residential zones (Rmh-R16). In other zones, projecting and awning signs may be used in lieu of or in combination with wall signs, provided:
  - 1. The signs maintain a minimum clearance of eight feet above finished grade.
  - 2. The signs do not project more than six feet from the supporting building facade.
  - 3. The signs shall not exceed the number or size permitted for wall signs in a zone district.
  - 4. The signs do not contain internal illumination. Illumination shall be achieved by indirect means such as ground-supported directional lighting or overhead goose-neck lamps.
- C. Mechanical changing message center signs, which can be a wall or monument sign, shall not exceed the size permitted for a wall or monument sign, and shall be permitted only in the commercial and mixed use zones (Co and Mxd). Changing message center signs shall not exceed the maximum sign height permitted in the zone.
- D. Directional signs shall not be included in the sign area or number limitation of this chapter, provided they shall not exceed six square feet in surface area and are limited to one for each entrance or exit to surface parking areas or parking structure.
- E. Sign Illumination and Glare.
  - 1. All signs in the commercial, employment and mixed use districts (Co, Eo, Mxd) may be illuminated. Signs in all other zones may be indirectly illuminated; provided, the light source for indirectly illuminated signs shall be no farther away from the sign than the height of the sign.
  - 2. Indirectly illuminated signs shall be arranged so that no direct rays of light are projected from such artificial source into residences or any street right-of-way.

3. Electrical requirements for signs shall be governed by Chapter 19.28 of the Revised Code of Washington (RCW) and Chapter 296-46-910 of the Washington Administrative Code (WAC).
- F. Maximum height for wall signs shall not extend above the highest exterior wall upon which the sign is located.
- G. Except as otherwise permitted by this chapter, off-premises directional signs shall not exceed four square feet in sign area.
- H. Wall Sign Design Requirements.  
All wall signs shall be one of the following designs:
  1. Channel letter signs individually mounted on a building wall;
  2. Channel letters mounted on a raceway that is mounted to the building wall;
  3. Wooden sign mounted to building wall; metal cutout letters mounted to a building wall or metal or wooden raceway;
  4. Other sign types that meet the intent of the Visioning, Downtown, and Comprehensive Plans as determined by the Director.
  5. Cabinet signs are prohibited for use as wall signs. (Ord. 765 § 1 (part), 1996)

#### **14.50.080 Community bulletin board signs.**

Community bulletin board signs are permitted within a centrally planned development with the following limitations:

- A. In the residential and public facility zones (Rmh-R16, Pf) double-sided community bulletin board signs may not exceed thirty-two (32) square feet and are only permitted at public schools, libraries, city halls, police stations, fire stations, or other public facilities.
- B. In the commercial, employment and mixed use districts (Co. Eo, Mxd) double-sided community bulletin board signs may not exceed forty (40) square feet. (Ord. 765 § 1 (part), 1996)

#### **14.50.090 Open space zone signs.**

- A. One residential identification sign, not exceeding two square feet, is permitted.
- B. Two additional double-sided signs, not exceeding thirty-two (32) square feet, are permitted to identify nonresidential uses or to advertise goods or services available on-site.
- C. Monument signs shall not exceed a height of eight feet, and shall be set back at least five feet from street right-of-way.
- D. Miscellaneous nonilluminated signs including no trespassing, stay out, no hunting, directional and warning signs, may be permitted without restriction. (Ord. 765 § 1 (part), 1996)

#### **14.50.100 Residential zone signs.**

Signs in the residential (Rmh-R16) zones are limited as follows:

- A. Nonresidential Use.
  1. One sign identifying nonresidential uses, not exceeding six square feet, is permitted.
  2. Home occupation, industry and profession signs are limited to wall signs not exceeding six square feet.
- B. Residential Use.
  1. Two residential identification signs not exceeding two square feet are permitted.
  2. Two permanent residential development identification signs not exceeding thirty-two (32) square feet for each sign are permitted per development. The

maximum height for the sign shall be six feet. The sign may be monument or mounted on a wall, fence or other structure. (Ord. 765 § 1 (part), 1996)

**14.50.110 Employment zone signs.**

Signs in the employment (Eo) zone shall be limited as follows:

- A. Wall signs are permitted; provided, the signs do not total an area more than forty (40) square feet.
- B. Monument Signs.
  - 1. One double-sided monument sign not exceeding thirty-two (32) square feet is permitted.
  - 2. The maximum height for monument signs shall be eight feet.
  - 3. Setback. Monument signs shall be placed no closer than five feet from the edge of the public right-of-way. (Ord. 765 § 1 (part), 1996)

**14.50.120 Commercial zone signs.**

Signs in the commercial (Co) zones shall be limited as follows:

- A. Wall signs are permitted up to two hundred (200) square feet in total area, but not covering more than ten (10) percent of the building facade on which the signs are located.
- B. Monument Signs.
  - 1. One double-sided monument sign not exceeding thirty-two (32) square feet is permitted for each street frontage of the lot; provided, corner lots with a street frontage of less than one hundred (100) feet on each street shall be permitted only one sign.
  - 2. Multiple tenant developments that have more than three hundred (300) feet of street frontage, or portion thereof. Such signs shall be separated from one another by a minimum of one hundred fifty (150) feet, if located on the same street frontage.
  - 3. On lots where more than one monument sign is permitted, the sign area permitted for individual signs may be combined; provided, the combined sign does not exceed fifty (50) square feet.
  - 4. The maximum height for monument signs shall be eight feet.
  - 5. Setback. Monument signs shall be placed no closer than five feet from the edge of the public right-of-way. (Ord. 765 § 1 (part), 1996)

**14.50.130 Mixed use district signs.**

Signs in the mixed use district (Mxd) zones shall be limited as described in the design district standards provided elsewhere in these guidelines and as follows:

- A. Wall signs are permitted up to two hundred (200) square feet in total area provided the signs do not total an area more than ten (10) percent of the building facade on which the signs are located.
- B. Monument signs within other mixed use districts outside of the Old Town/Riverfront overlay design district:
  - 1. One double-sided monument sign not exceeding thirty-two (32) square feet is permitted for each street frontage of the lot; provided, corner lots with a street frontage of less than one hundred (100) feet on each street shall be permitted only one sign.
  - 2. Multiple tenant developments that have more than three hundred (300) feet of street frontage, or portion thereof. Such signs shall be separated from one another by a minimum of one hundred fifty (150) feet, if located on the same street frontage.

3. On lots where more than one monument sign is permitted, the sign area permitted for individual signs may be combined; provided, the combined sign does not exceed eighty (80) square feet.
4. The maximum height for monument signs shall be eight feet.
5. Setback. Monument signs shall be placed no closer than five feet from the edge of the public right-of-way. (Ord. 765 § 1 (part), 1996)

**14.50.140 Public facility district signs.**

Signs in the public facility district (Pf) zone shall be limited as follows:

- A. Wall signs are permitted up to 100 square feet in total area; provided, the signs do not total an area more than ten (10) percent of the building facade on which the signs are located.
- B. Monument Signs.
  1. One double-sided monument sign not exceeding thirty-two (32) square feet is permitted for each street frontage of the lot occupied by a public facility; provided, corner lots with a street frontage of less than one hundred (100) feet on each street shall be permitted only one sign.
  2. Multiple lot developments that have more than three hundred (300) feet of street frontage, or portion thereof. Such signs shall be separated from one another by a minimum of one hundred fifty (150) feet, if located on the same street frontage.
  3. On lots where more than one monument sign is permitted, the sign area permitted for individual signs may be combined; provided, the combined sign does not exceed fifty (50) square feet.
  4. The maximum height for monument signs shall be eight feet.
  5. Setback. Monument signs shall be placed no closer than five feet from the edge of the public right-of-way. (Ord. 765 § 1 (part), 1996)

**14.50.150 Neon illuminated sign.**

All signs illuminated in neon, other than standard open signs two square feet in size, shall be permitted by the building and planning departments only after design review and approval has been given by the development review committee (DRC). (Ord. 765 § 1 (part), 1996)

**14.50.160 Signs or displays of limited duration.**

The following temporary signs or displays are permitted and except as required by the Uniform Building Code, or as otherwise permitted in this chapter, do not require sign permits:

- A. Sidewalk Signs and Displays.
  1. Sandwichboard/A-Frame Signs. Sandwich- board/A-frame signs shall be permitted only if they comply with the following requirements:
    - a. They have a maximum size less than or equal to four square feet;
    - b. They are completely self-supporting, they can withstand a lateral pull of at least fifty (50) pounds applied perpendicular to the plane of the sign at the highest point of the sign, and its center of gravity is not more than one-third the height of the sign above the sidewalk;
    - c. The sandwichboard/A-frame sign shall be out only during daylight hours;
    - d. The maximum height of the sign is four feet and the minimum height is two feet above the sidewalk;

- e. All lettering on the sign is accomplished using professional stencils and any artwork is of a professional quality;
  - f. Only one sandwichboard/A-frame sign is permitted for a single business, except for real estate signs allowed under Section 14.50.160E;
  - g. A sign permit is obtained from the city building and planning departments, after the city has been indemnified against all damages, and has been named as co-insured with a minimum coverage of one million dollars (\$1,000,000.00);
  - h. A street use permit is obtained from the city public works department unless otherwise waived.
- 2. All special sidewalk signs, outdoor sales displays, and other retail oriented displays shall be removed from the public right-of-way during nonbusiness hours.
- B. Grand Opening Displays.
  - 1. Temporary signs, posters, pennants, strings of lights, blinking lights, balloons and searchlights are permitted for a period of up to thirty (30) days to announce the opening of a new enterprise or the opening of an enterprise under new management.
  - 2. All grand opening displays shall be removed upon the expiration of thirty (30) consecutive days.
- C. Construction/Contractor Signs.
  - 1. Construction/contractor signs identifying architects, engineers, planners, contractors or other individuals or firms involved with the construction of a building and announcing the character of the building or the purpose for which the building is intended may be displayed.
  - 2. One nonilluminated, double-faced sign is permitted for each public street upon which the project fronts.
  - 3. No sign shall exceed thirty-two (32) square feet in surface area or eight feet in height, or be located closer than twenty-five (25) feet from the property line of the adjoining property.
  - 4. Construction/contractor signs must be removed by the date of first occupancy of the premises.
  - 5. Setback. Construction/contractor signs shall be placed no closer than five feet from the edge of the public right-of-way.
- D. Political Signs.
  - 1. Signs, posters or bills promoting or publicizing candidates for public office or issues that are to be Voted upon in a general or special election may be displayed on private property with the consent of the property owner. Any such sign, poster or bill shall be removed within five days following the election.
- E. Real Estate Signs. All temporary real estate signs can be single or double-faced signs:
  - 1. Signs advertising an individual residential unit for sale or rent shall be limited to one sign per street frontage. The sign may not exceed six square feet in area, and shall not exceed six feet in height. The sign shall be removed within five days after closing of the sale, lease or rental of the property.
  - 2. Portable off-premises residential directional signs announcing directions to a residential property open house for sale or rent shall not exceed six square feet in area for each sign, and shall not exceed forty-two (42) inches in height. Signs shall be permitted during daylight hours and/or when the agent



or seller is in attendance at the property for sale. They shall be completely self-supporting, able to withstand a lateral pull of at least fifty (50) pounds applied perpendicular to the plane of the sign at the highest point of the sign, and its center of gravity is not more than one-third the height of the sign above the sidewalk. All lettering on the sign is accomplished using professional stencils and any artwork is of a professional quality.

3. On-site commercial or industrial property for sale or rent signs shall be limited to one sign per street frontage, and shall not exceed thirty-two (32) square feet in area. The sign shall not exceed eight feet in height. The sign shall be removed within thirty (30) days of the sale, lease or rental of the property.
  4. Residential neighborhood or multifamily complex for sale or rent signs shall be limited to one sign. The sign shall not exceed thirty-two (32) square feet in area, and shall not exceed eight feet in height.
  5. Residential off-site directional signs shall be limited to six signs. Each sign shall not exceed sixteen (16) square feet in area, and shall include only the name of and directions to the subdivision or project. The sign(s) shall be placed a maximum of two miles from the nearest residential development entrance. No two signs for one residential development shall be located closer than five hundred (500) feet from one another on the same street, and may not be placed in the public right-of-way.
- F. Community Event Signs.
1. Community event signs shall be limited to announcing or promoting a nonprofit sponsored community fair, festival or event.
  2. Community event signs shall be removed by the event sponsor within ten (10) days following the end of the community fair, festival or event.
- G. Other Signs. Garage sales, family reunions, special parties, and similar special and limited event signs may be displayed no earlier than seven days prior to the event and shall be removed within five days after the event. (Ord. 765 § 1 (part), 1996)